

Message Text

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PAGE 01 CASABL 00359 01 OF 02 011748Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----021145Z 013412 /11

P R 011645Z APR 77
FM AMCONSUL CASABLANCA
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC 4727
INFO AMCONSUL DHAHRAN
AMEMBASSY JIDDA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMCONSUL TANGIER

UNCLAS SECTION 1 OF 2 CASABLANCA 0359

USDOC FOR CAGNE

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: JANUARY 78 ELECTRICAL ENERGY SYSTEMS TECHNICAL SALES
SEMINAR

REF: (A) STATE 4909 (B) JIDDA A-20

FOLLOWING INFORMATION IS SUBMITTED IN REPLY TO REFTEL.
GOVERNMENT OF MOROCCO HAS HIGH INTEREST IN ALL ASPECTS
OF ELECTRICAL ENERGY SYSTEMS. GIVEN QUASI-GOVERNMENTAL
NATURE OF PRINCIPAL POTENTIAL CUSTOMER IN MOROCCO, THE
OFFICE NATIONAL DE L'ELECTRICITE (ONE), WE FEEL (AS DOES
JIDDA-REF B) THAT A TRADE MISSION WOULD BE CONSIDERABLY
MORE USEFUL THAN A TECHNICAL SALES SEMINAR. SHOULD USDOC
DECIDE TO SEND SEMINAR RATHER THAN MISSION, NOTE
THAT THERE ARE NO RPT NO SIMULTANEOUS TRANSLATORS AVAIL-
ABLE IN MOROCCO, AND SEMINAR WOULD HAVE TO BE TRANSLATED
INTO FRENCH TO REACH TARGET AUDIENCE.

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A) WE RECOMMEND, AND EMBASSY CONCURS, THAT MISSION SPEND
TWO DAYS IN CASABLANCA, WITH THIRD DAY RESERVED FOR
POSSIBLE TRIP TO RABAT BY THOSE MEMBERS OF MISSION INTER-
ESTED IN CONTACTING MOROCCAN RAILWAY ADMINISTRATION (ONCF-
ORGANISATION NATIONAL DES CHEMINS DE FER) AND OTHR POTEN-
TIAL END USERS THERE. TWO DAYS IN CASABLANCA WOULD ALLOW
MISSION TO SPEND ONE DAY WITH ONE AND ONE DAY WITH LOCAL FIRMS

DEALING IN ELECTRICAL ENERGY EQUIPMENT, AS WELL AS LOCAL UTILITY FIRM (RAD-REGIE AUTONOME DE DISTRIBUTION) IN CASABLANCA. IF, ON OTHER HAND USDOC SENDS SEMINAR, IT WOULD MEET IN CASABLANCA FOR TWO DAYS.

B) FOLLOWING IS GENERAL AND BY NO MEANS COMPLETE LIST OF SUBJECTS OF SPECIAL INTEREST: NUCLEAR POWER PLANTS; SOLAR ENERGY; RURAL ELECTRIFICATION IN THOSE PARTS OF MOROCCO NOT YET FULLY SUPPLIED WITH POWER; EQUIPMENT MAINTENANCE.

C) FOLLOWING PRODUCTS WOULD, IN OUR OPINION, HAVE BEST SALEABILITY PROSPECTS. WE HAVE CONSULTED DEALERS OF ELECTRICAL EQUIPMENT IN COMPILING LIST.

- 1) NUCLEAR POWER PLANTS
 - 2) SOLAR ENERGY SYSTEMS
 - 3) THERMAL POWER STATIONS (GOM BY AND LARGE PREFERS TURNKEY INSTALLATIONS)
 - 4) SWITCH GEAR SYSTEMS
 - 5) TRANSFORMERS (100 M A)
 6. CIRCUIT BREAKERS (245 KV)
 - 7) REACTANCE COILS
 - 8) DISCONNECT SWITCHES
 - 9 CAPACITORS (HEAVY DUTY)
 - 10) GENERATING SETS
 - 11) COMBINED CURRENT AND POTENTIAL TRANSFORMERS (CT & PT)
- MEMBERS OF TRADE MISSION (OR SEMINAR) SHOULD BE AWARE THAT FRENCH STANDARDS AND IEC (INTERNATIONAL) SPECI-
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FICATIONS ARE USED IN MOROCCO, AND IN ADDITION SHOULD HAVE FRENCH-LANGUAGE PROMOTIONAL MATERIAL WITH METRIC SPECIFICATIONS IF POSSIBLE.

D) EXPORTS FROM MOROCCO: NONE

LOCAL PRODUCTION (WHICH FALLS FAR SHORT OF MOROCCAN REQUIREMENTS):

- 1) TRANSFORMERS 5-11 KV AND 20-40 KV): APPROXIMATELY 100 PER YEAR
 - 2) CONTROL PANELS
 - 3) ELECTRIC CABLES (BARE AND INSULATED)
 - 4) DISCONNECT SWITCHES
- IMPORTS INTO MOROCCO:

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----021147Z 032209 /11

P R 011645Z APR 77
FM AMCONSUL CASABLANCA
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC 4728
INFO AMCONSUL DHAHRAN
AMEMBASSY JIDDA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMCONSUL TANGIER

UNCLAS SECTION 2 OF 2 CASABLANCA 0359

USSDOC FOR CAGNE

ITEM: VALUE IN DIRHAMS (DH 4.5-\$1.00)

1974	1975
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TOTAL	US	US PER	TOTAL	US	US PER
	CENTAGE			CENTAG	

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GENERATOR	11,547,150	161,310	1.4	15,825,920	440,460	2.8
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GENERATING

SET	5,639,840	447,060	7.9	14,434.310	2,952,980	20
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TRANSFORMER	23.815,710	66,340	0.3	11,562,760	14,980	0.
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12

REACTANCE

COILS	1,832,960	69,190	3.8	2,333,200	95,460	4.
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CONVERTERS	2,531,080	21,370	0.8	4,059,140	67,330	1.
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7

PARTS FOR

GENERATORS 1,615,660 853,190 52.8 3,766,190 280,060 7.

4

PARTS FOR

TRANSFORMER 622,460 20,720 3.3 855,880 620 0.

1

CIRCUIT

BREAKERS 17,976,530 7,720 0.4 13,565,120 92,240 0.

7

RELAYS 6,051,760 182,130 3.0 7,837,070 215,750 2.

8

CABLES,

ELECTRIC 13,529,080 36,640 0.3 29,714,790 24,730 0.

1

E) THERE ARE NO TRADE OR CURRENCY RESTRICTIONS. EFFECTIVE DUTY RATES VARY ON ALL ABOVE-MENTIONED PRODUCTS FROM 37 TO 49 PER CENT AD VALOREM. ACTUEL DUTY RATES ARE SUCSTANTIALLY LESS, BUT EFFECTIVE RATES INCLUDE TAX ON PRODUCTS (15PER CENT), SPECIAL TAX AND STAMP TAX. LOWEST AD VALOREM RATE IS ON TRANSFORMERS AND REACTANCE COILS, HIGHEST ON GENERATING SETS AND CIRCUIT BREAKERS.

FOR PRODUCTS MANUFACTURED LOCALLY, IMPORT LICENCE MUST BE OBTAINED FOR IMPORTING COMPONENTS (WHICH ARE ALSO DUTIABLE). AS A RESULT, IMPORTS REMAIN COMPETITIVE WITH LOCALLY MANUFACTURED GOODS IN THOSE UNCLASSIFIED

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RELATIVELY FEW AREAS WHERE MOROCCO MANUFACTUREDS ELECTRICAL EQUIPMENT (SEE PARA D ABOVE). ELECTRICAL PRODUCTS NOT MANUFACTURED HERE ARE IMPORTED WITHOUT IMPORT LICEMCE, ALTHOUGH ALWAYS SUBJECT TO DUTY.

F) MAJOR FOREIGN COMPETITION (IN ORDER OF IMPORTANCE): FRANCE (ALSTROM), ITALY (GEI), WEST GEMANY, EASTERN EUROPEAN COUNTRIES.

G) THERE ARE NO HOLIDAYS OR OTHER CONFLICTS WITH THE JANUARY 1978 SCHEDULE. MOROCCO OBSERVES SATURDAY-SUNDAY WEEKEND.

H) CURRENT FIVE YEAR PLAN FINISHES IN DECEMBER 1977, AND GOM ELECTRICAL ENERGY SYSTEMS NEEDS FOR COMING YEARS ARE UNDER STUDY WITHIN NEXT DEVELOPMENT PLAN. TO DATE DRAFT OF PLAN HAS NOT BEEN PUBLISHED. HOWEVER OUR CONTACTS IN ONE ASSURE US OF THEIR INTEREST IN SUCH A MISSION.

I) MOROCCO IS MEMBER OF IBRD, AND MANY ONE PROJECTS ARE ELIGIBLE FOR
IBRD FINANCING. IN N JUNE 1976 ONE SIGNED LOAN AGREEMENT (\$49 MILLION
)
WITH IBRD FOR MULTI-PURPOSE DAM AT SIDI CHEKO INCLUDING POWER STATION
AND TRANSMISSION LINES. THE IBRD IS CURRENTLY STUDYING A PROJECT
PROPOSAL FOR THE MINISTRY OF AGRICULTURE AND AGRARIAN REFORM FOR
DEVELOPMENT OF POWER GENERATION, WATER SUPPLY AND IRRIGATION IN THE
HOUZ REGION OF MARRAKECH.

J) THE ONLY US ELECTRICAL EQUIPMENT FIRM KNOWN TO BE REPRESENTED IN
MOROCCO IS GENERAL ELECTRIC.
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Disposition Approved on Date:
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